

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 7084-A1-DAYBREAK-Reg. No. 12330-Page-4/C-Bleed-(5-7/8" x 9-1/4")-Theater Programs, 1989

Printed in U.S.A.

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A black and white photograph of a cowboy in a wide-brimmed hat, seen from behind, riding a horse. The cowboy is wearing a light-colored shirt and dark pants. The background is a blurred landscape. In the upper left corner, there is a small image of a Marlboro Daybreak cigarette pack. The word "Marlboro" is written in a large, bold, serif font across the upper middle of the image.

37 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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K. Krombholz, Dallas/J. Parker



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